

**POLICY NO: CE/ED/1**

**FORMER POLICY NO**

**TOURISM POLICY**

<b>DIVISION</b>	<b>BUSINESS UNIT</b>	<b>RESPONSIBILITY AREA</b>
CEO	CEO	Economic Development

**OBJECTIVE**

The Council will in relation to tourism in the Shire of Plantagenet:

- a) Recognise tourism as a social and economic force and as a major or potential major employer within the diverse economy of the Shire of Plantagenet and the Great Southern.
- b) Foster and create community awareness of the benefits of tourism within the Plantagenet district.
- c) Guide and influence the development of tourism in the Plantagenet district and on a regional level.
- d) Provide the infrastructure sufficient to encourage development.
- e) Ensure that facilities within the Plantagenet area are adequate to cater for visitors.

**POLICY**

To achieve these objectives the Council will:

1. Recognise the importance of our Regional Affiliations with the South Coast Alliance (Inc), Southern Link Voluntary Regional Organisation of Councils and Hidden Treasures as a means to further develop tourism as an economic force.
2. Assist to foster and create a community awareness of the role and value of tourism within the Great Southern.
3. Retain membership of Australia's South West to at least Affiliate level.
4. Recognise the value of working with other peak tourism organisations both government and industry bases.
5. Assist with the provision of facilities to encourage destination and day trip visitors including infrastructure provision, land use planning, traffic management, environmental protection, recreation and leisure planning.
6. Encourage (financially or by other means) tourist organisations or events which have the potential to develop tourism in the Plantagenet region and create a non-exclusive benefit.

7. Provide an adequate budget allocation for tourism expenditure (District and Area Promotion).
8. In the formulation and review of its planning instruments, take into consideration policies on tourism and other leisure related issues, and requirements of tourism development.
9. Ensure the welfare of the whole community when supporting tourism development and the provision of facilities.
10. Ensure that where sensitive environmental, historic or cultural areas exist on Council managed land, these areas will be adequately protected in relation to development or usage.
11. Support:
  - a) the establishment of sustainable and viable National Parks.
  - b) enhancement of specific natural features.
  - c) conservation areas of outstanding beauty; and
  - d) recognition of items of heritage significance.
12. Complement and/or enhance individual company effort in product development through local government services, planning and regulation, co-funding and representational means.

**ADOPTED: SEPTEMBER 2006**

**LAST REVIEWED: 6 NOVEMBER 2018**

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